ORDER

Orders Order / Rev: 104122 06831863 Alt Order #: Product Desc: **BERKLEY FOR SENATE** Estimate: 30S Flight Dates: 08/07/12 - 08/13/12 Primary AE: Amy McCreary Original Date / Rev: 07/09/12 / 07/09/12 Sales Office: BLPHI Sales Region: Order Type: **GENERAL** National Agency Name: Shorr Johnson Magnus **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Berkley Shelley for Senate Advertiser Name: Ã35+ Demographic: New Business Thru: **Product Codes:** PLC01 Order Separation: 00:15:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

Rill	Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	58	\$97,450.00	\$82,832.50

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	58	\$97,450.00	\$82,832.50	0.00
Totals	58	\$97,450.00	\$82,832.50	0.00

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Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary	•		Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	49%	\$97,450.00
Market	100%	\$198,877.55

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$39,775.51
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$31,820.41
KTUD	0%	\$0.00
KVVU	13%	\$25,854.08
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,977.55

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Spot	s	Rate Pri	Rtg Type S	Spots	Amount
•	E 1	KSNV	08/07/12	08/10/12	M-F 5-6a WakeUp w/\	Va@M	5-6a	-TWTF	:30	4	\$400.001	0.00 NM	4	\$1,600.00
					M-F 5-6a WakeUp w/	Wagners								
	I	NEWS												
		<u>Star</u>	rt Date I	End Date	Weekdays Spo	ts/Week	<u>Rate</u>	Rating				l l		
	We	eek: 08/0	06/12 (08/12/12	-TWTF	4	\$400.00	0.00						

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KSNV

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Order / Rey:

104122

06831863

Advertiser:

Estimate:

Berkley, Shelley for Senate

Alt Order #: Flight Dates:

08/07/12 - 08/13/12

Product Desc:

BERKLEY FOR SENATE

308

306

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSN	V 08/07/1	2 08/10/12	M-F 5-6a WakeUp	-	5-6a	~TWTF~-	:30	4	\$400.001	0.00 NM	4	\$1,600.00
NEW	s		M-F 5-6a WakeU	p w/vvagners								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	08/06/12	08/12/12	-TWTF	4	\$400.00	0.00						
E 2 KSN	IV 08/13/1	2 08/13/12	M-F 5-6a WakeUp M-F 5-6a WakeU	-	5-6a	M	:30	1	\$400.001	0.00 NM	1	\$400.00
NEW	S		m r o da rrando	p miragnoro								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
***************************************	08/13/12 IV 08/13/1	08/19/12	M M-F 6-7a WakeUp	1 2 w/M/a/M	\$400.00 6-7a	0.00 M	:30	2	\$700.001	0.00 NM	2	\$1,400.00
L O NON	10 00/10/1	2 00/10/12	M-F 6-7a WakeU		0-1 a	V	.50	2	φ100.00 I	O.OO INIVI		φ1,400.00
NEV												
-	Start Date 08/13/12	End Date 08/19/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$700.00	Rating 0.00						
		12 08/10/12	M-F 6-7a WakeU		6-7a	-TWTF	:30	8	\$700.001	0.00 N M	8	\$5,600.00
			M-F 6-7a WakeU	•				•	4.00.00	5.00 11111	J	ψο,σσσ.σσ
NEV	/S Start Date	End Data	Wookdaya	Spots/Week	Data	Dating						
•	08/06/12	<u>End Date</u> 08/12/12	<u>Weekdays</u> -TWTF	Spots/vveek 8	<u>Rate</u> \$700.00	Rating 0.00						
E 5 KSN	IV 08/07/1	12 08/10/12	Today Show	СМ	658a-9am	-TWTF	:30	8	\$1,400.001	0.00 NM	8	\$11,200.00
TOD	A37		Today Show									
TOD	AY Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_	08/06/12	08/12/12	-TWTF		\$1,400.00	0.00						
E 6 KSN	IV 08/13/1	2 08/13/12	Today Show	CM	658a-9am	M	:30	2	\$1,400.001	0.00 NM	2	\$2,800.00
TOD	Δ٧		Today Show									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:	08/13/12	08/19/12	M	2	\$1,400.00	0.00						
E 7 KSN	IV 08/13/1	12 08/13/12	News 3 at 4	СМ	4-430p	M	:30	1	\$700.001	0.00 NM	1	\$700.00
. NEW	ıs		News 3 at 4									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	08/13/12	08/19/12	M	1	\$700.00	0.00						
E 9 KSN	NV 08/07/1	12 08/11/12	News 3 Olympic 2 News 3 Olympic :		7:30-8:00PM	-TWTFS-	:30	5	\$750.001	0.00 NM	5	\$3,750.00
OLY	ZONE		Mono o Orympio									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				8		
	08/06/12 N/ 08/07/1	08/12/12	-TWTFS- Olympics Primetin	me CM	\$750.00 730pm-12am	0.00 -TWTFS-	:30		\$6,000.001	0.00 NINE	_	#20 000 00
L TO IXO	10 00/07/	12 00/11/12	Olympics Primeti		730pm-12am	-1411-2-	.30	υ	ф6,000.00 1	0.00 NM	5	\$30,000.00
	PRIME											
	Start Date 08/06/12	End Date 08/12/12	<u>Weekdays</u> -TWTFS-	Spots/Week	<u>Rate</u> \$6,000.00	Rating 0.00						
			Olympics Primetin		730pm-12am		:30		\$6,000.001	0.00 NM	2	\$12,000.00
			Olympics Primeti		, , , , , , , , , , , , , , , , , , , ,	_	,	_	40,000.007	3.55 (4.1.	_	Ψ12,000,00
	PRIME	End Data	Mookdays	Snote/Mook	Poto	Dating						
	Start Date 08/06/12	End Date 08/12/12	<u>Weekdays</u> S	Spots/Week 2	<u>Rate</u> \$6,000.00	Rating 0.00						•
E 13 KSI	V 08/12/		Olympics Daytime	e WeekaM	4am-6pm	s	:30	4	\$1,700.003	0.00 NM	4	\$6,800.00
OLY	DT		Olympics Daytim	e WEEKEND								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	08/06/12	08/12/12	S		\$1,700.00	0.00						
E 14 KS	NV 08/11/	12 08/11/12	Olympics Daytime		4am-6pm	S-	:30	4	\$1,700.003	0.00 NM	4	\$6,800.00
OLY	DT WKEN	D	Olympics Daytim	e WEEKEND								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week:	08/06/12	08/12/12		4	\$1,700.00	0.00						
E 15 KSI	V 08/07/	12 08/10/12		CM	9am-4pm	⊸TWTF~-	:30	12	\$1,200.003	0.00 NM	12	\$14,400.00

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Order / Rey:

104122

Advertiser:

Berkley, Shelley for Senate

Alt Order#:

06831863

0031003

Product Desc:

BERKLEY FOR SENATE

KSNV

Flight Dates:

08/07/12 - 08/13/12

Estimate:

30S

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Olympics Daytime Weekd Olympics Daytime Weekdays OLY DT Rating 0.00 End Date eek Rate 12 \$1,200.00 Start Date Weekdays Spots/Week Week: 08/06/12 08/12/12 -TWTF--

Totals 58 \$97,450.00